

The largest deployment of electric vehicles and charge infrastructure



THE EV Project

ECotality North America is Project Manager for The EV Project, the largest deployment of EVs and charge infrastructure in history.

www.theevproject.com

Facts at a glance:

- 14,775 Level 2 (240V) Chargers
- 310 DC Fast-Chargers
- 5,700 Nissan LEAF cars
- 2,600 Chevrolet VOLT cars
- 40+ Project Partners
- 750 New Jobs by 2012
- 5,500 New Jobs by 2017
- Six States & District of Columbia

For San Diego area businesses and commercial property owners, ECotality North America, the leader in clean electric transportation solutions, provides advanced Blink electric vehicle chargers deployed in a capable service network that is the smart choice for businesses to effectively draw electric vehicle owners to their place of business. In August, we unveiled our flagship electric vehicle charging stations to be known as “blink”. The first truly smart chargers to hit the market, the Blink Level 2 charging stations will be available in two models—one, a wall-mounted unit for residential and garage applications and the second, a commercial stand-alone charger (both shown above). They were designed to become the centerpiece of the rich EV charging infrastructure system that will pave the way to long-term success in the adoption of electric vehicles in the United States and around the world.

The Blink system is fully interactive with color touch screens delivering information, third-party media and connectivity to network headquarters.

Both Level 2 units are connected to 240V AC circuits and Underwriters Laboratories (UL), a partner in The EV Project, is currently in the process of testing the units to certify them to UL’s uncompromising safety requirements.

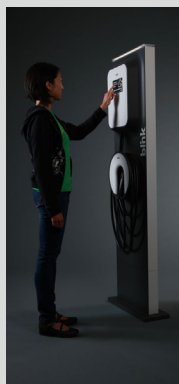
Additional information about the units is included in the Blink product sheets and available for download on the new Blink website: www.blinknetwork.com.

On August 5, 2009, ECotality North America, a subsidiary of ECotality, Inc. (NASDAQ: ECTY) was awarded a \$99.8 million grant from the U.S. Department of Energy to embark on this Project. The Project officially was launched on October 1, 2009 and will last approximately 36 months.

On June 16, 2010, ECotality announced expansion of The EV Project to include the cities of Los Angeles, California and Washington D.C. Then in July, Houston, Dallas and Fort Worth were added. The Project was granted an additional \$15 million by the U.S. Department of Energy. With the partner match, the total value of the project is now approximately \$230 million.

ECotality North America will deploy nearly 15,000 charging stations in 16 cities located in six states, Oregon, Washington, California, Arizona, Texas and Tennessee, plus the District of Columbia. Nissan North America and Chevrolet are partners in The EV Project. Drivers of the Nissan LEAF and the Chevrolet Volt who qualify to participate in The EV Project will receive a free residential charger with most or all of the installation cost covered as well.

Blink level 2 Pedestal EV Charger (Proven technology and reliable safety)



- Binary design—dramatic, timeless and stylish appearance
- Intuitive connector docking
- Convenient cable management
- 360° beacon light for wayfinding
- Standard J1772 connector (works with all EVs)
- Full color touch screen display / user interface
- Web-based interface for monitoring and programming
- Safety—vehicle interlock, de-energized cable/connector until connected to vehicle; meets all National and California Electric Code requirements
- Standard and ADA compliant models

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What makes a good EV charge host site?

- Located in one of the mapped potentially optimal locations
- Available to the general public
- Available many hours of each day
- Available most or all days of the week and of the year
- Businesses where customers routinely spend an hour or more during a typical visit there (e.g., one to four hours)



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The EV Project will collect and analyze data to characterize vehicle use in diverse topographic and climatic conditions, evaluate the effectiveness of charge infrastructure and conduct trials of various revenue systems for commercial and public charge infrastructures. The ultimate goal of The EV Project is to take the lessons learned from the deployment of these first 8,300 EVs, and the charging infrastructure supporting them, to enable the streamlined deployment of the next 5,000,000 EVs.

General EV charger host site requirements

- Willing to host EV charger from December 2010 through the end of December 2012
- Willing to provide parking space(s) for EV parking only
- Willing to coordinate with ECOtality and our professional contractors to determine best location for EV charger at your business
- Able to provide power connection and communications connection (wireless, local area network, and/or cellular)
- Willingness the provide power to the EV charger(s)

EV Project Opportunities

- FREE Blink charging stations for publicly available charging
- FREE/low cost charging station installation
- Professional installation managed by ECOtality and carried out by a member of our contractor network
- Assurance of full compliance with federal ARRA requirements
- Operation and maintenance of the charging stations for the duration of The EV Project
- No requirement now to sign a long-term agreement that binds the charging station sponsor to participate in a network
- Revenue sharing potential

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